

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: MORRISON, Hugh Boyd, et al.
Serial Number: 09/868,254
Atty. Dkt: RCA 89185
Filing Date: June 15, 2001
Title: METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN
ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM
Art Unit: 2424
Examiner: BROWN, Rueben M.

AMENDMENT AND RESPONSE TO OFFICE ACTION

**Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450**

Sir:

In response to the non-final Office Action dated April 1, 2010, in which a response is due July 1, 2010, please enter the following amendments and remarks/arguments in the above-referenced application.

Listing and Amendment of the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.